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An interactive system and method for making commercial transactions, according to which it is envisaged that the user makes a virtual journey through the streets of a chosen location and then visits stores of that location so as to be able to examine closely and from innumerable points of view the products or services on sale by simply pointing the mouse (12) on them and selecting them, it being moreover possible to drag the said desired products or services to the counter of the shop, store, commercial centre, hotel or the like, and finally to activate one or more chat lines (23, 24) with other visitors to the establishment or with the dealer to obtain further information on the characteristics of the product or service, on the price, on the form of payment and delivery.